DOCUMENT RESUME

ED 112 224 CE 005 249

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TITLE You Be the Judge: Display.
INSTITUTION Ohio State Univ., Columbus. Ohio Distributive Education Materials Lab.
REPORT NO VT-102-049
NOTE 37p.
AVAILABLE FROM Ohio Distributive Education Materials Laboratory, The Ohio State University, 1885 Neil Avenue, 115 Townshend Hall, Columbus, Ohio 43210 (No price given)

EDRS PRICE MF-$0.76 HC-$1.95 Plus Postage
DESCRIPTORS *Distributive Education; Exhibits; Instructional Aids; *Instructional Materials; Marketing; *Merchandising; *Resource Units; Visual Aids
IDENTIFIERS Visual Merchandising (Displays)

ABSTRACT

The instructional package was developed to provide the distributive education teacher-coordinator with visual materials that can be used to supplement existing textbook offerings in the area of display (visual merchandising). Designed for use with 35mm slides of retail store displays, the package allows the student to view the slides of displays and identify the principles of display employed. The student then rates the displays in comparison with those of display experts. The package could also be used for individual study as well as for review purposes by students wishing to participate in local, State, or national competition. Included in the package are performance objectives, display checklists and rating sheets, and rating sheet profiles. A list of recommended readings also appears. (NJ)

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ED112224

You be the Judge!

DISPLAY

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CE 005 249

(VT 102 019)

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INTRODUCTION

This instructional package, You Be The Judge: Display, was developed to provide the marketing educator with visual materials that can be used to supplement existing textbook offerings in the area of display (visual merchandising). Visual reinforcement of classroom instruction will undoubtedly enhance the student-trainee's understanding. In reviewing appropriate textbooks which include a discussion of display techniques, it is noticeable that examples of display principles presented are not too numerous or current.

In the past, the field-trip has provided the vehicle for visual reinforcement. However, the field-trip has been plagued with problems, including: (a) the difficulty of securing student release to leave the campus, (b) the need for additional sponsors, (c) adequate transportation, and (d) the difficulty of locating displays in close proximity which exemplify the several principles presented. The first-hand experience is extremely valuable, however, the difficulties have prompted teacher-coordinators to curtail this meaningful activity.

Why not bring the displays to the classroom via 35mm slides? Several teacher-coordinators have employed this method

quite successfully. This package has identified two basic goals.

(1) The student-trainee will have the opportunity to view 35mm slides of retail store displays and identify which principles of display have been employed in each.

(2) The student-trainee will have the opportunity to rate 35mm slides of retail department store displays and compare those ratings with both the display "experts" and "customers."

Beginning on page 9, a number of display principles have been identified with corresponding slide(s) which illustrate that principle. If additional content materials for a principle are needed, refer to the recommended reading list on page 22.

Following instruction, performance evaluation devices are recommended. First, using the "Display Checklist" (page 13), identify those principles employed in all or selected slides used in the instructional phase (slide numbers 1-35). This activity facilitates an excellent review session and will generate considerable classroom discussion when students compare their checklists. For additional suggestions, refer to the discussion on performance objectives (pages 6 and 7).

A culminating activity for the unit would be the viewing of five displays, rating the displays using the "Display

Rating Sheet" (pages 14 and 15), and comparing student ratings with the "experts." The criteria for evaluating performance would be that the student's rating would fall within the recommended upper and lower limits of the experts' rating. For additional suggestions, refer to the discussion on performance objectives (pages 6 and 7).

An additional use of this package would be to employ this approach in the DECA competition contest--Display Judging. Convenience, variety of displays available, and timeliness are advantages for using 35mm slides of displays in this competitive activity. Presently, a number of District DECA Leadership Conferences are planning on using this approach on an experimental basis. Since this publication will be submitted prior to those district conferences scheduled to use the package, the reactions by students and advisors will be made available by the author upon request.

Student-trainees should also find this package useful for individual study as well. In addition, those students who intend to participate in local, state or national competitive events will be able to use this package for review purposes.

It is hoped that this visual approach will prove beneficial to those using this package.

GOALS

This visual package has been designed for use by the distributive teacher-coordinator in the related classroom setting to allow the student-trainee the opportunity to:

1. View 35mm slides of retail store displays and identify the following:
   a. Display objectives
      (1) Promotional
      (2) Institutional
   b. Types of display settings
      (1) Exterior displays
         (a) Closed background
         (b) Partial background
         (c) Open background
         (d) Full-window
         (e) Shadow-box
         (f) Sidewalk
      (2) Interior displays
         (a) Open fixture
         (b) Closed fixture
         (c) Built-up
         (d) Shadow-box
         (e) Ledge
         (f) Wall
         (g) Architectural
   c. Principles of design applied to display
      (1) Balance
         (a) Formal
         (b) Informal
      (2) Proportion
      (3) Harmony
      (4) Rhythm
         (a) Repetition
         (b) Alternation
         (c) Progression
         (d) Variation
         (e) Line movement
      (5) Emphasis
      (6) Contrast
   d. Principles of arrangement applied to display
      (1) Mass

(2) Unit
(3) Pyramid
(4) Step
(5) Zig-zag

2. Rate 35mm slides of retail department store displays and compare those ratings with both the display "experts" and "customers"

PERFORMANCE OBJECTIVES

Performance Related to Goal One

Following instruction, the student-trainee will view 35mm slides of retail department store displays and be able to identify the following: (Performance levels have been suggested for each performance element).

1. Is the objective of the display promotional or institutional? (100% accuracy)

2. Is the display classified as interior or exterior? (100% accuracy)

3. If the display is in an exterior setting, identify which type of exterior display it is--closed background, partial background, open background, full-window, shadow box, or sidewalk. (100% accuracy)

4. If the display is an interior setting, identify which type of interior display it is--open fixture, closed fixture, built-up, shadow box, ledge, wall, or architectural. (100% accuracy)

5. Which design principles are paramount in the display--balance, proportion, harmony, rhythm, emphasis, and contrast. (80% accuracy)

6. Which principle(s) of arrangements are employed in the display--mass, unit, pyramid, step, or zig-zag. (80% accuracy)

Suggestions to the teacher-coordinator: A "Display Checklist" has been provided on page 13 for this activity. Sufficient copies should be duplicated for classroom use. The slides to be used in this activity should be selected from those previously shown that illustrate display principles, (Slides 1-35). You may wish to use all the slides in preparation for Goal Two.

Performance Related to Goal Two

Following instruction, the student-trainee will view five 35mm slides of retail department store displays and rate each display

using the "Display Rating Sheet" found on pages 14 and 15.

Performance evaluation. The student-trainee will compare his rating per each slide with the rating of both the customers and the experts. The student's performance should be considered acceptable if his overall rating for each display rated is within the upper and lower limits of the experts' mean total. (The upper and lower limits are arbitrary and could be modified by the teacher-coordinator). In fact, the experts' and customers' ratings could be generated in the teacher-coordinator's locale if the ratings do not appear appropriate. (Remember the goal: allow the student-trainee to compare his ratings with the display expert to determine if he can accurately evaluate a display's effectiveness).

The "Display Rating Sheet" summaries can be found as follows:

Slide No.	Page
36	17
37	18
38	19
39	20
40	21

PRINCIPLES OF DISPLAY

The following pages identify a number of topics usually presented in an instructional unit focusing upon display techniques. The marketing educator will need to add substance to the skeleton of terms presented. A recommended reading list can be found on page 22. The topics presented are:

(1) Objectives of display

(2) Exterior displays

(3) Interior displays

(4) Principles of design

(5) Principles of arrangement

For each display term presented, a corresponding 35mm slide is provided for visual demonstration and reinforcement.

Principles	Slide Number
Objectives of display	
(1) Promotional--merchandise is displayed with the major objective to sell merchandise.	1 2
(2) Institutional--displays which create customer goodwill toward the retailer so that the opportunity for future sales is enhanced.	3 4
Displays are found in two settings:	
(1) Exterior	5
(2) Interior	6
Exterior displays are located along the store frontage and can be identified as follows:	
(1) Closed background--the display space is totally separated from the merchandising area of the store with a partition.	7
(2) Partial background--the display space is partially separated from the merchandising area of the store with a partial partition.	8
(3) Open background--the display space is not separated from the merchandising area of the store allowing the customer to observe both the display and merchandising area.	9
(4) Full-window--no restrictions are present to impede the customer's view of the entire merchandising area of the store.	10
(5) Shadow-box--miniature display areas.	11
(6) Sidewalk--merchandising displays not attached to the building but located in the sidewalk area in front of the store.	12

Principles	Slide Number
Interior displays are located throughout the merchandising areas of the store.	
(1) Open fixture--the merchandise is displayed on fixtures that allow customers to examine the merchandise easily.	13
(2) Closed fixture--the merchandise is displayed in fixtures that prohibit customers from examining the merchandise unless a salesperson is present.	14
(3) Built-up--the merchandise is displayed on platforms or the tops of other merchandising fixtures.	15
(4) Shadow-box--the merchandise is placed in miniature display areas which are open on only one side.	16
(5) Ledge--the merchandise is displayed on narrow ledges against walls that would not allow other fixtures to be placed in that area.	17
(6) Wall--the merchandise is attached to walls or support structures.	18
(7) Architectural--the merchandise is displayed in settings in which you would actually find the merchandise being used.	19
Principles of design applied to display	
(1) Balance--accomplished when the merchandise is displayed in such a manner that a pleasing distribution of weight is accomplished. There are two types of balance:	
(a) Formal balance--obtained when the merchandise that appears on one side of the display appears on the other side.	20

Principles	Slide Number
The objective of formal balance is to instill an atmosphere of dignity, conservation, and stability.	
(b) Informal balance--although the display halves are not identical, the weight within the display is distributed equally. Informal balance instills an atmosphere of liberality, modernness, aggressiveness, and youthfulness.	21
(2) Proportion--placing the merchandise in the display area such that a pleasing effect is achieved.	22
(3) Harmony--this effect is achieved when the merchandise is similar, the theme is unified, and the elements are similar.	23
(4) Rhythm--this effect is achieved when the merchandise is located in such a manner that the eye travels from item to item in a systematic fashion through the display. Alternative methods to achieve a rhythmic eye movement:	
(a) Repetition--accomplished when display elements are repeated in a regular fashion so that the eye travels in an uninterrupted fashion.	24
(b) Alternation--a variation of repetition in that elements vary in positioning, spacing, or color.	25
(c) Progression--this method involves the perceived growth or reduction of lines, shapes, and merchandise in a display.	26
(d) Variation--a combination of previously discussed rhythmic methods generate a variety of moods and eye movements.	27

Principles	Slide Number
(e) Line movement--merchandise is placed such that the customer's eye is controlled such that the entire display is viewed in a gentle uninterrupted pattern.	28
(5) Emphasis--achieved when a single element in the display receives the most attention.	29
(6) Contrast--this attention-getting device is achieved when unlike merchandise are placed together so that their differences are accented.	30
Principles of arrangement applied to display.	
(1) Mass--numerous merchandise is grouped together to achieve a visual impact.	31
(2) Unit--merchandise is displayed in well-defined groups.	32
(3) Pyramid--merchandise is stacked on top of each other in a triangular pattern.	33
(4) Step--merchandise is placed at equally distant heights which gives the effect of stairs.	34
(5) Zig-zag--a variation of the step arrangement except the merchandise is placed so that the customer's eye is led in pleasing curves rather than straight lines.	35

DISPLAY CHECKLIST

Display Slide Number _____

View the retail store display and check as many of the descriptors below appropriate to the display.

Objective of the display
- _____1. promotional
- _____2. institutional

Exterior setting
- _____3. closed background
- _____4. partial background
- _____5. open background
- _____6. full-window
- _____7. architectural
- _____8. sidewalk

Interior setting
- _____9. open fixture
- _____10. closed fixture
- _____11. built-up
- _____12. shadow-box
- _____13. ledge
- _____14. wall
- _____15. architectural

Design principles
- _____16. informal balance
- _____17. formal balance
- _____18. proportion
- _____19. harmony
- _____20. repetition
- _____21. alternation
- _____22. progression
- _____23. variation
- _____24. line movement
- _____25. emphasis
- _____26. contrast

Principles of arrangement
- _____27. mass
- _____28. unit
- _____29. pyramid
- _____30. step
- _____31. zig-zag

DISPLAY RATING SHEET*

Rater's Name_____Slide Number_____

DIRECTIONS: The questions under each of the seven areas of evaluation are to be used as a guide in determining the actual points the display scores in that particular area. The display has 100 possible points.

1. POWER TO ATTRACT ATTENTION (Possible 20 points) _____
   Is there something moving in the window? Is background appropriate? Is theme or idea clever? Is theme or idea well executed? Are display props suitable and attractive? Is floor appropriate to display?

2. ARRANGEMENT (Possible 20 points) _____
   Does window reflect the character of the store? Is there a proper amount of merchandise in the window? Do props enhance, rather than detract from, the merchandise? Is related merchandise used? Are appropriate "dealer helps" or show cards used? Do major items within a unit point to the next? Does the window make use of several vantage points?

3. CLEANLINESS (Possible 10 points) _____
   Is window glass clean? Is clothing (if displayed) clean and well pressed? Are forms and fixtures clean and in good repair? Is floor clean? Is background clean and fresh? Are valances or frames clean? Are painted or colored surfaces fresh and clean? Is ceiling clean?

4. TIMELINESS (Possible 10 points) _____
   Is merchandise well chosen? Are colors in the window appropriate for season and merchandise? Is the theme right for the season and merchandise? Are "dealer helps" or show cards related to the season?

5. SELLING POWER (Possible 20 points) ____
Do display props focus attention on merchandise, but not detract from it? Are merchandise features clearly shown? Does special lighting emphasize most important merchandise? Do show cards bring out important selling points of the merchandise? Does the there aid the features of the merchandise in the window? Is it possible to find and concentrate on most important item? Is merchandise displayed as it would be used?

6. LIGHTING (Possible 5 points) _____
Does lighting enhance the colors used in the window? Is lighting equipment adequate? Are lighting fixtures clean? Does lighting focus attention on merchandise rather than detract from it?

7. TECHNICAL EXCELLENCE (Possible 15 points) _____
Is there a unique use of some common items, such as chicken wire, pipe, string, etc.? Does arrangement of merchandise add to appearance of the merchandise? Is the merchandise well folded, draped, placed, or suspended? Do such drapings, foldings, and placements add to the merchandise?

TOTAL _____

Student's total deviation _____

Total Score _____

*Extracted from The DECA Handbook-1972.

DISPLAY RATING SHEET

Slide Number_____

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) _____

Display Experts' Rating (Mean Total) _____

Upper Limit _____
Lower Limit _____

DISPLAY RATING SHEET

Slide Number 36

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 65

Display Experts' Rating (Mean Total) 36

Upper Limit 40
Lower Limit 32

DISPLAY RATING SHLET

Slide Number 37

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 85

Display Experts' Rating (Mean Total) 69

Upper Limit 76
Lower Limit 62

DISPLAY RATING SHEET

Slide Number 38

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 60

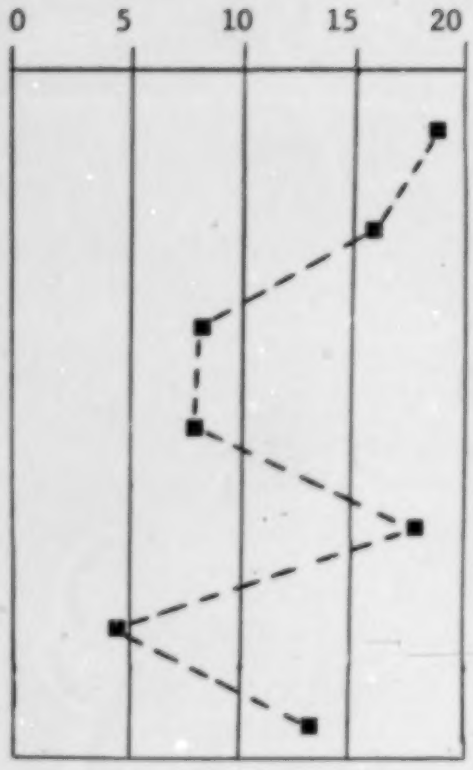
Display Experts' Rating (Mean Total) 51

Upper Limit 56
Lower Limit 46

DISPLAY RATING SHEET

Slide Number 39

PROFILE



1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 90

Display Experts' Rating (Mean Total) 85

Upper Limit 94
Lower Limit 76

DISPLAY RATING SHEET

Slide Number 40

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 92

Display Experts' Rating (Mean Total) 84

Upper Limit 92
Lower Limit 76

RECOMMENDED READINGS

Kitsteiner, Karen. Display Made Easier (Columbus, Ohio: Distributive Education Materials Laboratory), 1970.

Mauger, Emily H. Modern Display Techniques (New York: Fairchild Publications, Inc.), 1964.

Nolan, Carroll A. and Roman F. Warmke. Marketing, Sales Promotion, and Advertising (Cincinnati: South-Western Publishing Company), 1965.

Keichert, G. Henry; Warren G. Meyer; and Peter G. Haines. Retailing: Principles and Practices (New York: Gregg Division/McGraw-Hill Book Company), 1968.

Samson, Harland E. Advertising and Displaying Merchandise (Cincinnati: South-Western Publishing Company), 1967.

Smith, Gary R. Display and Promotion (New York: Gregg Division/McGraw-Hill Book Company), 1970.

You be the Judge! DISPLAY

Slides to accompany this project must be ordered separately from the Distributive Education Materials Lab---35 slides for $8.00. We could not adapt the set entitled "Window Display" which you may already have ordered from us, because there are many types of slides in "You Be The Judge--DISPLAY" which are not in the other set.

This new set of display slides are beautifully photographed and will provide better examples for the project than those from the old set. However, if you can't afford the new ones, you could use some of the other ones as indicated:

You Be The Judge	Window Display
1 & 2	most
5 & 7	most
8	31
9	33
10	32
20	14, 26, 29, 30, 35, 37, 38
21	11, 12, 16, 19, 22, 28
22	22, 26, 28
23	14, 30, 26
24	13
25	16, 30
26	27
27	12, 27
28	19
29	34
30	11
31	12, 17, 20, 21, 31
32	12, 29
33	18, 23
34	20, 21, 28, 29
35	14

We strongly recommend that you purchase the new set, as they really are better examples. No need for a field trip to teach display if you have these sets.

Please send me the slide set "You Be The Judge--DISPLAY. I have enclosed:
My check made out to THE OHIO STATE UNIVERSITY for $_____ OR
School Purchase Order No._____.

ORDER FROM:

D. E. Materials Lab
Ohio State University
1885 Neil Avenue
115 Townshend Hall
Columbus, Ohio 43210

SEND TO:

Name _____
School _____
Address _____
City _____ State_____ Zip_____

DISPLAY CHECKLIST

Display Slide Number _____

View the retail store display and check as many of the descriptors below appropriate to the display.

Objective of the display
- _____1. promotional
- _____2. institutional

Exterior setting
- _____3. closed background
- _____4. partial background
- _____5. open background
- _____6. full-window
- _____7. architectural
- _____8. sidewalk

Interior setting
- _____9. open fixture
- _____10. closed fixture
- _____11. built-up
- _____12. shadow-box
- _____13. ledge
- _____14. wall
- _____15. architectural

Design principles
- _____16. informal balance
- _____17. formal balance
- _____18. proportion
- _____19. harmony
- _____20. repetition
- _____21. alternation
- _____22. progression
- _____23. variation
- _____24. line movement
- _____25. emphasis
- _____26. contrast

Principles of arrangement
- _____27. mass
- _____28. unit
- _____29. pyramid
- _____30. step
- _____31. zig-zag

DISPLAY RATING SHEET*

Rater's Name_____Slide Number_____

DIRECTIONS: The questions under each of the seven areas of evaluation are to be used as a guide in determining the actual points the display scores in that particular area. The display has 100 possible points.

1. POWER TO ATTRACT ATTENTION (Possible 20 points) _____
   Is there something moving in the window? Is background appropriate? Is theme or idea clever? Is theme or idea well executed? Are display props suitable and attractive? Is floor appropriate to display?

2. ARRANGEMENT (Possible 20 points) _____
   Does window reflect the character of the store? Is there a proper amount of merchandise in the window? Do props enhance, rather than detract from, the merchandise? Is related merchandise used? Are appropriate "dealer helps" or show cards used? Do major items within a unit point to the next? Does the window make use of several vantage points?

3. CLEANLINESS (Possible 10 points) _____
   Is window glass clean? Is clothing (if displayed) clean and well pressed? Are forms and fixtures clean and in good repair? Is floor clean? Is background clean and fresh? Are valances or frames clean? Are painted or colored surfaces fresh and clean? Is ceiling clean?

4. TIMELINESS (Possible 10 points) _____
   Is merchandise well chosen? Are colors in the window appropriate for season and merchandise? Is the theme right for the season and merchandise? Are "dealer helps" or show cards related to the season?

5. SELLING POWER (Possible 20 points) _____
Do display props focus attention on merchandise, but not detract from it? Are merchandise features clearly shown? Does special lighting emphasize most important merchandise? Do show cards bring out important selling points of the merchandise? Does the theme aid the features of the merchandise in the window? Is it possible to find and concentrate on most important item? Is merchandise displayed as it would be used?

6. LIGHTING (Possible 5 points) _____
Does lighting enhance the colors used in the window? Is lighting equipment adequate? Are lighting fixtures clean? Does lighting focus attention on merchandise rather than detract from it?

7. TECHNICAL EXCELLENCE (Possible 15 points) _____
Is there a unique use of some common items, such as chicken wire, pipe, string, etc.? Does arrangement of merchandise add to appearance of the merchandise? Is the merchandise well folded, draped, placed, or suspended? Do such drapings, foldings, and placements add to the merchandise?

TOTAL _____

Student's total deviation _____

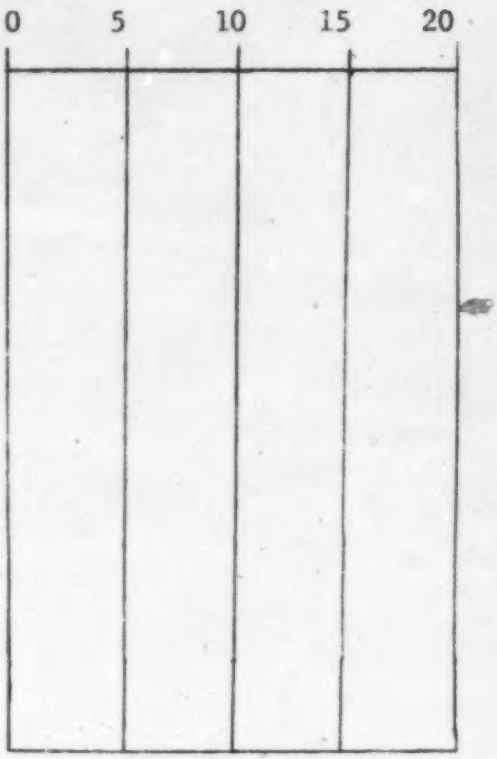
Total Score _____

*Extracted from The DECA Handbook-1972.

DISPLAY RATING SHEET

Slide Number_____

PROFILE



1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) _____

Display Experts' Rating (Mean Total) _____

Upper Limit _____
Lower Limit _____

TRANSPARENCY #1

DISPLAY RATING SHEET

Slide Number 36

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 65

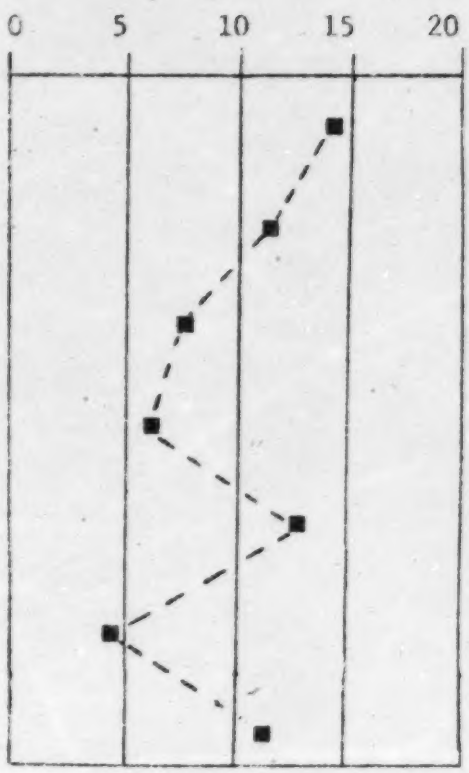
Display Experts' Rating (Mean Total) 36

Upper Limit 40
Lower Limit 32

DISPLAY RATING SHEET

Slide Number 37

PROFILE



1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 85

Display Experts' Rating (Mean Total) 69

Upper Limit 76
Lower Limit 62

DISPLAY RATING SHEET

Slide Number 38

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 60

Display Experts' Rating (Mean Total) 51

Upper Limit 56
Lower Limit 46

DISPLAY RATING SHEET

Slide Number 39

PROFILE

1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 90

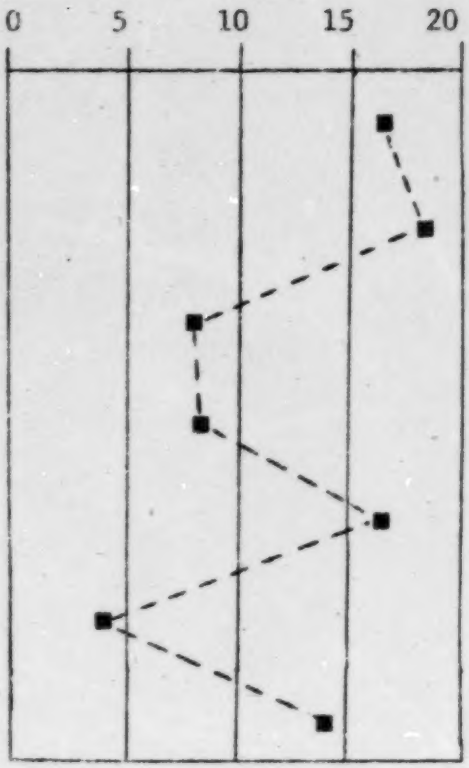
Display Experts' Rating (Mean Total) 85

Upper Limit 94
Lower Limit 76

DISPLAY RATING SHEET

Slide Number 40

PROFILE



1. POWER TO ATTRACT ATTENTION.....
   (Possible 20 points)
2. ARRANGEMENT.....
   (Possible 20 points)
3. CLEANLINESS.....
   (Possible 10 points)
4. TIMELINESS.....
   (Possible 10 points)
5. SELLING POWER.....
   (Possible 20 points)
6. LIGHTING.....
   (Possible 5 points)
7. TECHNICAL EXCELLENCE.....
   (Possible 15 points)

SUMMARY

Customers' Rating (Mean Total) 92

Display Experts' Rating (Mean Total) 84

Upper Limit 92
Lower Limit 76